



WFFF  
201 Humboldt St  
Rochester, NY 14610-1093

Shorr Johnson Magnus  
100 North 20th Street  
Suite 201  
Philadelphia, PA 19103

# Contract # 1448986

Schedule Dates	10/18/16-10/24/16	Date Entered	10/17/16
Advertiser	Leahy/Senate/Democrat/VT (83581)	Last Modified	10/17/16
Agency	Shorr Johnson Magnus (19332)	Entered By	Elizabeth F. Guy
Product	Political - State Senate (1074)	CO-OP	No
Brand	LEAHY/S-VT/D (567041)	Headline #	ECR25331722
Salesperson	Katz - Washington DC, Washington DC (1179)	Demo	
Sales Office	Katz - Washington DC	Order Type	Normal
Buyer Name	HOLLAND, LIZ	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$472.50
Account Types	National/Political	Net Total	\$2,677.50
Billing Type	Standard	Sales Tax	
Comments	LEAHY/S-VT/D 10/18/16-10/24/16 PAT LEAHY FOR SENATE (VT) - NAB SENT VIA EMAIL. PYMT TO FOLLOW.		

Burlington (WFFF)		
By Broadcast Month	Spots	Rate
Oct. 2016	11	\$3,150.00
Grand Total:	11	\$3,150.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/18/16-10/18/16	4	:30	7P- Big Bang Theory 1	1		X						1	\$350.00	\$350.00	Burlington (WFFF)	BIG BANG	10/17/16
2.0	Normal Line / SPOT	10/20/16-10/20/16	4	:30	7P- Big Bang Theory 1	1				X				1	\$350.00	\$350.00	Burlington (WFFF)	BIG BANG	10/17/16
3.0	Normal Line / SPOT	10/24/16-10/24/16	4	:30	7P- Big Bang Theory 1	1	X							1	\$350.00	\$350.00	Burlington (WFFF)	BIG BANG	10/17/16
4.0	Normal Line / SPOT	10/19/16-10/19/16	4	:30	7:30P- Big Bang Theory 2	1			X					1	\$400.00	\$400.00	Burlington (WFFF)	BIG BANG	10/17/16
5.0	Normal Line / SPOT	10/21/16-10/21/16	4	:30	7:30P- Big Bang Theory 2	1				X				1	\$400.00	\$400.00	Burlington (WFFF)	BIG BANG	10/17/16
6.0	Normal Line / SPOT	10/23/16-10/23/16	4	:30	10P- Local 44 Weekend News	1						X		1	\$175.00	\$175.00	Burlington (WFFF)	NEWS	10/17/16
7.0	Normal Line / SPOT	10/18/16-10/18/16	4	:30	10P- Local 44 News at 10:00pm	1		X						1	\$225.00	\$225.00	Burlington (WFFF)	NEWS	10/17/16
8.0	Normal Line / SPOT	10/19/16-10/19/16	4	:30	10:30P- Local 44 News at 10:00pm	1			X					1	\$225.00	\$225.00	Burlington (WFFF)	NEWS	10/17/16
9.0	Normal Line / SPOT	10/20/16-10/20/16	4	:30	10P- Local 44 News at 10:00pm	1				X				1	\$225.00	\$225.00	Burlington (WFFF)	NEWS	10/17/16
10.0	Normal Line / SPOT	10/21/16-10/21/16	4	:30	10P- Local 44 News at 10:00pm	1					X			1	\$225.00	\$225.00	Burlington (WFFF)	NEWS	10/17/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WFFF does not discriminate in advertising contracts on the basis of race, ethnicity or gender and further require that in the performance of all WFFF advertising agreements require that each party not discriminate on the basis of race or ethnicity.



WFFF  
201 Humboldt St  
Rochester, NY 14610-1093

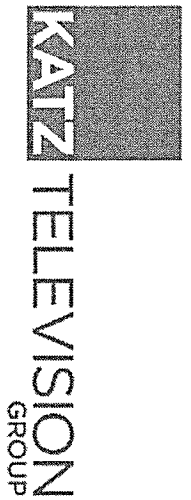
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Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$472.50
Account Types	National/Political	Net Total	\$2,677.50
Billing Type	Standard	Sales Tax	
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Burlington (WFFF)		
By Broadcast Month	Spots	Rate
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<b>Grand Total:</b>	<b>11</b>	<b>\$3,150.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / SPOT	10/24/16-10/24/16	4	:30	10P- Local 44 News at 10:00pm	1	X							1	\$725.00	\$725.00	Burlington (WFFF)	NEWS	10/17/16
CONFIRMATION CONTRACT																			
Accepted-Agency/Advertiser:		Date:	Accepted-Station:		Date:	Comments:													

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125 West 55th St  
New York, NY 10019

Contract # 25331722 Changes as of: 10/17/2016 at 10:35 AM Version: Current State Version 1  
CPE: Agency: SHORR JOHNSON MAGNUS  
Flight: 10/18/16 - 10/24/16  
Advertiser: Leahy US Sen VT  
Product: LEAHY/US-VT/D  
Station: WFFF  
Market: Burlington-Plattsburgh  
Office: WASHINGTON

Agency Order #: Buyer: LIZ HOLLAND  
Salesperson: RACHELLE RAY - Washington DC  
Primary Demo: Adults 35+  
Con Type: POLITICAL/VOTE  
Assistant: LAILA DAFTARI 202-872-5880

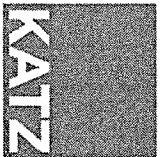
Comments: 10/18/16-10/24/16 PAT LEAHY FOR SENATE (VT) - NAB SENT VIA EMAIL. PYMT TO FOLLOW.

Total GRP:  
Separation:

Total \$: \$3,150.00  
Total Spots: 11  
Total CPP: \$0.00

148986

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/18 - 10/24							Total Spots	Total \$	CPP	GRP
							10/18	10/19	10/20	10/21	10/22	10/23	10/24				
1	M-F 7p-7:30p		BIG BANG	\$350.00	0.0	30	1	0	1	0	0	0	1	3	\$1,050.00	\$0.00	0.0
2	M-F 7p-8p		BIG BANG	\$400.00	0.0	30	0	1	0	1	0	0	0	2	\$800.00	\$0.00	0.0
3	Su 10p-10:30p		NEWS	\$175.00	0.0	30	0	0	0	0	0	1	0	1	\$175.00	\$0.00	0.0
4	M-F 10p-11p		NEWS	\$225.00	0.0	30	1	1	1	1	0	0	1	5	\$1,125.00	\$0.00	0.0
TOTALS:							2	2	2	2	0	1	2	11	\$3,150.00	\$0.00	0.0



125 West 55th St  
New York, NY 10019

**Contract #** 25331722      **Changes as of:** 10/17/2016 at 10:35 AM      **Version:** Current State Version 1  
**CPE:**      **Flight:** 10/18/16 - 10/24/16      **Station:** WFFF  
**Agency:** SHORR JOHNSON      **Advertiser:** Leahy US Sen VT      **Market:** Burlington-Plattsburgh  
MAGNUS  
SHORR JOHNSON      **Product:** LEAHY/US-VT/D      **Office:** WASHINGTON  
MAGNUS 100 NORTH  
20TH STREET SUITE  
201 PHILADELPHIA PA  
19103

**Total \$:** \$3,150.00  
**Total Spots:** 11  
**Total CPM:** \$0.00

**Agency Order #:**      **Buyer:** LIZ HOLLAND      **Primary Demo:** Adults 35+  
**Salesperson:** RACHELLE RAY -      **Washington DC**      **Con Type:** POLITICAL/VOTE  
202-872-5880      **Assistant:** LAILA DAFTARI  
202-872-5880

**Total GRP:**  
**Separation:**

<b>Special Instructions</b>	
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Order Level Comments	
<b>Date/Time</b>	<b>Added by</b>
10/17/16 10:35 AM	RACHELLE RAY - Washington DC
	<b>Comment</b>
	10/18/16-10/24/16 PAT LEAHY FOR SENATE (VT) - NAB SENT VIA EMAIL. PYMT TO FOLLOW.

Competitive Information	
<b>Market Budget:</b>	\$28,636
<b>WFFB Share:</b>	14%
<b>Comment:</b>	
<b>WCAX:</b>	37%
<b>WPTZ:</b>	49%
<b>WVNY:</b>	3%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	CPP
	100%	11	\$3,150.00	N/A
<b>Total</b>	100%	11	\$3,150.00	N/A

Monthly Summary		
Month	Spots	Dollars
2016-Oct	11	\$3,150.00
<b>Total</b>	11	\$3,150.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	10/17/16 11:38 AM					\$0
New	10/17/16 10:35 AM	RACHELLE RAY - Washington DC	New	11		\$3,150.00

<b>Non-Discrimination Policy</b>	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> <u>WFFF - BURLINGTON / PLATSBURGH</u>	<b>Date:</b> <u>9/12/16</u>
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I, Shorr Johnson Magnus,

being/on behalf of: Patrick Leahy,

a legally qualified candidate of the Democrat

political party for the office of: US Senate

in the General

election to be held on: 11/8/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE SCHEDULE			

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

Patrick Leahy for Senate

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Robert DiPalma

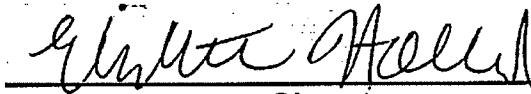
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

9/12/16

Date



Signature

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

Harvey Adelberg

Printed Name

DOS

Title